

# WEEKLY PERFORMANCE SUMMARY

## WEEKLY INTEGRATED NIELSEN - W/E 5/14/94

### **ALL OUTLETS COMBINED:**

- PM's weekly share advanced +0.2 points versus week-ago to 46.5%, its highest level to date, as Marlboro gains were partially offset by Basic and PM Private Label losses. The company's four week share was up +0.6 points versus the prior four week period to 46.4%, driven by Marlboro's continued growth.
- Marlboro gained +0.4 points versus week-ago to 28.5% (a record level), with the B4G1F promotion registering a 0.4% share during its second week at retail. On a four week basis the franchise's performance was up +0.6 points versus four weeks-ago.
- PM's Other Premium Brands' share was unchanged versus week-ago at 9.0%, while PM's Discount brands' share declined -0.3 points, as PM Private Label and Basic losses were partially offset by Cambridge's modest gain.
- RJR's weekly share was relatively stable week-to-week at 28.6%, as losses by the company's Discount franchises were offset by its Premium Brands' gains. However on a four week basis, the manufacturer's performance was off -0.7 points versus four weeks-ago to 28.7% (its lowest level in over three years), with declines to both Premium and Discount brands.
- The Discount Category's weekly share declined -0.6 points versus week-ago to 31.8% (its lowest level since September 1992), with the Branded Discount segment accounting for the majority of the loss. The category's four week performance was down -0.3 points versus the prior four week period, as Private Label losses (primarily RJR) were partially offset by Branded Discount gains.

### **CONVENIENCE STORES (800 STORES):**

- PM experienced a +0.2 point gain week-to-week to 48.4%, with Marlboro, Merit, and Cambridge gains partially offset by Basic and Private Label franchise losses. On a four week basis, PM's share increased +0.6 points versus four weeks ago to 48.3%, its highest level to date.
- Marlboro's weekly share increased +0.5 points versus week ago at 31.5%, with the B4G1F promotion accounting for the majority of the gain (up +0.4 points to 0.55%). The percent of stores with a Marlboro mail-in offer expanded to 35% this week, and incidence of a Marlboro free product offer increased +10 points to 18% of stores, reflecting implementation of Country Store POS and the B4G1F offer. On a four week basis the franchise's share expanded +0.6 points versus the prior four week period to 31.1%.
- Following three consecutive weekly gains, Basic's share declined -0.3 points versus week ago to 5.0%, as incidence of the B2G1F offer fell for the first time since mid-March (-4 points to 16% of stores). However, on a four week basis, Basic's share of industry increased +0.2 point versus four weeks ago, while its share of the Discount Category was up +0.8 points to 15.6%.
- RJR's weekly share declined -0.1 points versus week ago to 27.7%, with weekly declines by Monarch more than offsetting modest gains by its Premium franchises. On a four week basis, RJR's performance declined -0.9 points versus the prior four week period, with Doral (-0.3) and their PL franchises (-0.5) accounting for the majority of the decline.
- Following last week's "first week of the month" gain, the Discount Category's weekly share declined -0.8 points week-to-week to 32.6%, as PM PL (-0.3), Basic (-0.3), Monarch (-0.35) and GPC (-0.2) weekly losses were partially offset by a Liggett PL gain (+0.3). On a four week basis, the category declined -0.2 points versus four weeks ago, as Branded Discount gains (+0.5) were more than offset by PL losses (primarily RJR).

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# BENCHMARKS

## NIELSEN DATA W/E 5/14/94

### ALL OUTLETS COMBINED:

- All benchmarks are favorable.

#### BENCHMARKS - TOTAL US WEEKLY INTEGRATED NIELSEN - ALL OUTLET COMBINED

	<u>Target</u>	<u>Benchmarks*</u>	<u>4 w/e 14-May</u>	<u>Current vs. Benchmark</u>
Philip Morris	44.3	44.5 (lower limit)	46.4	1.9 Favorable
Marlboro	25.7	26.3 (lower limit)	28.2	1.9 Favorable
OPB	8.8	8.9 (lower limit)	9.1	0.2 Favorable
Virginia Slims	2.7	2.7 (lower limit)	2.9	0.2 Favorable
Benson & Hedges	2.5	2.5 (lower limit)	2.6	0.1 Favorable
Merit	2.8	2.8 (lower limit)	2.9	0.1 Favorable
Parliament	0.6	0.6 (lower limit)	0.6	0.0 Favorable
Basic Shr. of Disc. (SOC)	15.1	14.5 (lower limit)	14.7	0.2 Favorable
Discount Category	34.5	+2.0 Pts. (upper limit)**	32.1	2.4 Favorable
Private Label	8.5	9.0 (upper limit)	7.5	1.5 Favorable

\* Revised to reflect 1994 First Revised Forecast.

\*\* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.5%.

### CONVENIENCE STORES:

- All benchmarks are favorable with the exception of Basic's Share of Discount and Absolute Price Gap.

#### BENCHMARKS - TOTAL US NIELSEN WEEKLY C-STORE AUDITS (800 STORES)

		<u>Benchmarks</u>	<u>4 Weeks Ending 14-May</u>	<u>Current vs. Benchmark</u>
Philip Morris	45.2	(lower limit)	48.3	3.1 Favorable
Marlboro	28.2	(lower limit)	31.1	2.9 Favorable
OPB	7.7	(lower limit)	7.8	0.1 Favorable
Virginia Slims	2.3	(lower limit)	2.3	0.0 Favorable
Benson & Hedges	2.2	(lower limit)	2.4	0.2 Favorable
Merit	2.6	(lower limit)	2.6	0.0 Favorable
Parliament	0.4	(lower limit)	0.4	0.0 Favorable
Basic - Shr. of Discount	16.3	(lower limit)	15.6	0.7 Unfavorable
Discount Category	+2.0 Pts.	(upper limit)*	33.0	1.9 Favorable
Private Label	10.2	(upper limit)	8.9	1.3 Favorable
Lowest Disc. Price **	\$1.34	(lower limit)	\$1.35	\$0.01 Favorable
Absolute Price Gap ***	\$0.57	(upper limit)	\$0.58	\$0.01 Unfavorable

\* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.9%.

\*\* Source: Nielsen Weekly Pricing Audits (linear average)

\*\*\* Marlboro versus lowest Discount.

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INTEGRATED NIELSEN PERFORMANCE ALL OUTLETS COMBINED WEEK ENDING 5/14/94																		
	MONTH ENDING PERIODS							WEEK ENDING PERIODS					4 WEEK ENDINGS					
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MTD	4/23	4/30	5/7	5/14	Diff vs. wk-ago	4/23	4/30	5/7	5/14	Diff vs. 4w-ago
Philip Morris	41.63	45.50	45.52	45.07	45.55	45.64	46.07	46.37	46.39	46.33	46.29	46.46	0.17	45.91	46.07	46.21	46.37	0.64
PM Premium	31.00	34.90	36.47	36.15	36.40	36.50	36.96	37.33	37.27	37.05	37.09	37.56	0.47	36.86	36.96	37.06	37.24	0.55
PM Discount	10.51	10.56	9.04	8.91	9.14	9.12	9.09	9.03	9.10	9.26	9.18	8.88	-0.30	9.02	9.09	9.13	9.11	0.10
PM Branded Discount	7.55	7.81	7.17	7.30	7.36	7.29	7.27	7.25	7.29	7.43	7.29	7.20	-0.09	7.22	7.27	7.30	7.30	0.08
PM Private Label	2.96	2.75	1.87	1.61	1.78	1.84	1.81	1.79	1.81	1.82	1.89	1.68	-0.21	1.80	1.81	1.83	1.80	0.01
PM Assorted Promo	0.11	0.03	0.01	0.01	0.01	0.02	0.02	0.01	0.02	0.02	0.01	0.01	0.00	0.03	0.03	0.02	0.02	-0.01
R.J. Reynolds	33.58	31.87	30.06	30.41	29.76	29.46	29.06	28.65	28.78	28.70	28.67	28.63	-0.04	29.26	29.06	28.85	28.70	-0.73
RJR Premium	16.88	16.72	17.02	17.17	16.99	16.89	16.79	16.73	16.69	16.76	16.65	16.81	0.16	16.83	16.79	16.74	16.73	-0.16
RJR Discount	16.51	15.06	12.99	13.19	12.72	12.52	12.21	11.86	12.03	11.87	11.95	11.76	-0.19	12.37	12.21	12.04	11.90	-0.59
RJR Branded Discount	11.77	10.43	8.93	8.96	8.50	8.45	8.24	7.94	8.14	8.10	8.05	7.82	-0.23	8.29	8.24	8.17	8.03	-0.29
RJR Private Label	4.74	4.63	4.06	4.24	4.22	4.06	3.97	3.92	3.89	3.77	3.90	3.94	0.04	4.08	3.97	3.88	3.87	-0.30
RJR Assorted Promo	0.20	0.09	0.04	0.05	0.06	0.04	0.06	0.07	0.07	0.07	0.07	0.06	-0.01	0.06	0.06	0.07	0.07	0.02
Brown & Williamson	10.70	9.81	10.24	10.28	10.25	10.04	10.15	10.33	10.19	10.21	10.43	10.22	-0.21	10.11	10.15	10.26	10.26	0.20
B & W Premium	4.33	3.99	4.22	4.19	4.17	4.14	4.13	4.09	4.13	4.14	4.13	4.05	-0.08	4.13	4.13	4.14	4.11	-0.04
B & W Discount	6.37	5.82	6.02	6.09	6.08	5.90	6.01	6.24	6.07	6.07	6.30	6.17	-0.13	5.98	6.01	6.13	6.15	0.23
Lorillard	5.73	5.38	6.27	6.26	6.28	6.40	6.30	6.30	6.28	6.33	6.27	6.33	0.06	6.29	6.30	6.30	6.30	-0.02
Lorillard Premium	5.70	5.25	6.01	6.00	6.01	6.10	6.00	5.96	5.97	6.03	5.93	6.00	0.07	5.99	6.00	5.99	5.98	-0.04
Lorillard Discount	0.03	0.13	0.26	0.26	0.27	0.30	0.30	0.34	0.31	0.30	0.34	0.34	0.00	0.30	0.30	0.31	0.32	0.02
American Tobacco	5.92	5.50	5.89	6.04	6.17	6.28	6.29	6.22	6.28	6.28	6.27	6.17	-0.10	6.29	6.29	6.28	6.25	-0.05
American Premium	3.29	3.04	3.22	3.18	3.16	3.16	3.13	3.11	3.15	3.13	3.10	3.12	0.02	3.14	3.13	3.13	3.13	-0.02
American Discount	2.63	2.45	2.68	2.86	3.02	3.12	3.15	3.11	3.13	3.15	3.16	3.05	-0.11	3.15	3.15	3.15	3.12	-0.03
Amer Branded Discount	2.20	1.91	1.98	2.10	2.20	2.31	2.35	2.41	2.37	2.39	2.44	2.39	-0.05	2.34	2.35	2.38	2.40	0.07
Amer Private Label	0.43	0.55	0.70	0.76	0.82	0.82	0.80	0.69	0.76	0.77	0.72	0.66	-0.06	0.81	0.80	0.77	0.73	-0.09
Liggett	2.31	1.82	1.89	1.82	1.83	2.02	1.98	1.99	1.92	1.99	1.92	2.06	0.14	1.98	1.98	1.94	1.97	-0.03
Liggett Premium	0.74	0.59	0.58	0.58	0.56	0.56	0.55	0.54	0.53	0.56	0.54	0.53	-0.01	0.54	0.55	0.55	0.54	-0.01
Liggett Discount	1.57	1.24	1.32	1.23	1.28	1.46	1.43	1.45	1.39	1.43	1.38	1.53	0.15	1.44	1.43	1.40	1.43	-0.01
Lig Branded Discount	0.36	0.27	0.38	0.34	0.36	0.35	0.36	0.37	0.38	0.37	0.38	0.37	-0.01	0.36	0.36	0.37	0.37	0.02
Lig Private Label	1.22	0.97	0.93	0.89	0.92	1.11	1.07	1.08	1.01	1.06	1.00	1.16	0.16	1.08	1.07	1.03	1.06	-0.03
A/O Co.-International	0.13	0.12	0.13	0.13	0.15	0.16	0.15	0.14	0.15	0.14	0.15	0.13	-0.02	0.16	0.15	0.15	0.14	-0.02

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Source: Nielsen Integrated Panel.

INTEGRATED NIELSEN PERFORMANCE ALL OUTLETS COMBINED WEEK ENDING 5/14/94																		
	MONTH ENDING PERIODS							WEEK ENDING PERIODS					4 WEEK ENDINGS					
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MTD	4/23	4/30	5/7	5/14	Diff vs. wk-ago	4/23	4/30	5/7	5/14	Diff vs. 4w-ago
Philip Morris	41.63	45.50	45.52	45.07	45.55	45.64	46.07	46.37	46.39	46.33	46.29	46.46	0.17	45.91	46.07	46.21	46.37	0.64
PM Premium-Shr Prem	50.04	54.08	53.99	53.71	54.07	54.16	54.67	55.06	54.99	54.71	54.97	55.16	0.19	54.58	54.67	54.80	54.96	0.59
PM Discount-Shr Disc	27.88	29.91	27.95	27.34	28.09	28.08	28.17	28.15	28.36	28.80	28.36	27.94	-0.42	27.91	28.17	28.32	28.37	0.54
PM Brd Disc-Shr Brd	26.63	29.55	28.93	29.09	29.67	29.54	29.56	29.45	29.62	30.07	29.33	29.57	0.24	29.41	29.56	29.52	29.65	0.20
PM PL-Shr PL	31.68	30.95	24.73	21.47	23.02	23.47	23.69	23.88	24.18	24.57	25.13	22.60	-2.53	23.16	23.69	24.37	24.13	1.37
Marlboro	22.04	26.63	27.35	26.92	27.29	27.39	27.88	28.31	28.16	27.99	28.09	28.53	0.44	27.74	27.88	28.00	28.19	0.61
Red	8.04	9.79	10.00	9.75	9.90	9.94	10.10	10.10	10.16	10.12	10.12	10.07	-0.05	10.05	10.10	10.12	10.12	0.11
Medium	1.37	1.62	1.56	1.54	1.53	1.54	1.55	1.57	1.53	1.56	1.59	1.56	-0.03	1.55	1.55	1.56	1.56	0.02
Lights NM	9.85	11.70	12.31	12.18	12.38	12.46	12.74	12.83	12.97	12.76	12.74	12.92	0.18	12.68	12.74	12.79	12.85	0.28
Menthol	0.59	0.95	0.92	0.92	0.93	0.92	0.94	0.96	0.93	0.95	0.94	0.97	0.03	0.93	0.94	0.94	0.95	0.02
Other PM Premium	9.06	8.30	9.13	9.24	9.11	9.12	9.09	9.02	9.12	9.07	9.00	9.04	0.04	9.12	9.09	9.07	9.06	-0.06
Benson & Hedges	2.53	2.39	2.57	2.59	2.56	2.60	2.64	2.61	2.65	2.64	2.63	2.58	-0.05	2.65	2.64	2.64	2.63	0.00
Merit	2.90	2.56	2.91	2.98	2.90	2.88	2.86	2.84	2.89	2.86	2.82	2.87	0.05	2.87	2.86	2.85	2.86	-0.01
Virginia Slims	2.91	2.65	2.91	2.93	2.91	2.91	2.88	2.86	2.88	2.87	2.84	2.88	0.04	2.89	2.88	2.87	2.87	-0.03
Parliament	0.53	0.52	0.56	0.56	0.56	0.56	0.55	0.55	0.54	0.54	0.54	0.56	0.02	0.55	0.55	0.55	0.55	-0.01
Saratoga	0.12	0.11	0.12	0.12	0.12	0.11	0.11	0.11	0.10	0.11	0.11	0.11	0.00	0.11	0.11	0.11	0.11	0.00
Cambridge	2.25	1.94	1.91	1.92	1.86	1.84	1.85	1.84	1.85	1.85	1.81	1.87	0.06	1.85	1.85	1.84	1.84	-0.01
Alpine	0.52	0.44	0.44	0.43	0.42	0.43	0.41	0.40	0.43	0.41	0.40	0.40	0.00	0.41	0.41	0.41	0.41	-0.01
Bristol	0.53	0.30	0.24	0.24	0.23	0.22	0.20	0.20	0.21	0.19	0.20	0.20	0.00	0.21	0.20	0.20	0.20	-0.01
Basic	4.00	4.95	4.41	4.54	4.71	4.62	4.68	4.67	4.68	4.85	4.76	4.58	-0.18	4.61	4.68	4.72	4.72	0.11
PM Private Label	2.96	2.75	1.87	1.61	1.78	1.84	1.81	1.79	1.81	1.82	1.89	1.68	-0.21	1.80	1.81	1.83	1.80	0.01
R.J. Reynolds	33.58	31.87	30.06	30.41	29.76	29.46	29.06	28.65	28.78	28.70	28.67	28.63	-0.04	29.26	29.06	28.85	28.70	-0.73
RJR Premium-Shr Prem	27.24	25.90	25.19	25.51	25.24	25.07	24.84	24.68	24.63	24.75	24.68	24.68	0.00	24.93	24.84	24.75	24.69	-0.34
RJR Discount-Shr Disc	43.78	42.65	40.17	40.48	39.07	38.53	37.84	36.95	37.49	36.92	36.90	37.00	0.10	38.27	37.84	37.37	37.98	-2.49
Brown & Williamson	10.70	9.81	10.24	10.28	10.25	10.04	10.15	10.33	10.19	10.21	10.43	10.22	-0.21	10.11	10.15	10.26	10.26	0.20
B & W Premium-Shr Prem	6.99	6.18	6.25	6.23	6.20	6.15	6.11	6.03	6.09	6.12	6.11	5.95	-0.16	6.11	6.11	6.11	6.07	-0.08
B & W Discount-Shr Disc	16.89	16.49	18.62	18.69	18.68	18.16	18.64	19.43	18.91	18.88	19.47	19.40	-0.07	18.50	18.64	19.01	19.16	0.89
Lorillard	5.73	5.38	6.27	6.26	6.28	6.40	6.30	6.30	6.28	6.33	6.27	6.33	0.06	6.29	6.30	6.30	6.30	-0.02
Lorillard Premium-Shr Prem	9.20	8.14	8.89	8.91	8.92	9.05	8.88	8.80	8.81	8.91	8.79	8.81	0.02	8.87	8.88	8.86	8.83	-0.09
Lorillard Discount-Shr Disc	0.09	0.36	0.80	0.81	0.83	0.93	0.93	1.05	0.95	0.94	1.05	1.06	0.01	0.92	0.93	0.97	1.00	0.07
American Tobacco	5.92	5.50	5.89	6.04	6.17	6.28	6.29	6.22	6.28	6.28	6.27	6.17	-0.10	6.29	6.29	6.28	6.25	-0.05
American Premium-Shr Prem	5.32	4.72	4.76	4.72	4.69	4.69	4.64	4.59	4.65	4.62	4.60	4.58	-0.02	4.65	4.64	4.63	4.61	-0.05
American Discount-Shr Disc	6.97	6.95	8.27	8.78	9.26	9.62	9.77	9.68	9.76	9.81	9.76	9.59	-0.17	9.73	9.77	9.78	9.73	-0.01
Liggett	2.31	1.82	1.89	1.82	1.83	2.02	1.98	1.99	1.92	1.99	1.92	2.06	0.14	1.98	1.98	1.94	1.97	-0.03
Liggett Premium-Shr Prem	1.19	0.91	0.86	0.87	0.83	0.83	0.81	0.79	0.78	0.83	0.81	0.77	-0.04	0.81	0.81	0.81	0.80	-0.02
Liggett Discount-Shr Disc	4.18	3.50	4.07	3.78	3.93	4.50	4.44	4.53	4.34	4.46	4.26	4.82	0.56	4.46	4.44	4.34	4.47	0.01

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Source: Nielsen Integrated Panel.

INTEGRATED TOP 25 PERFORMANCE ALL OUTLETS COMBINED WEEK ENDING 5/14/94																		
	MONTH ENDING PERIODS							WEEK ENDING PERIODS					4 WEEK ENDINGS					Diff vs. 4w-ago
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MTD	4/23	4/30	5/7	5/14	wk-ago	4/23	4/30	5/7	5/14	
Marlboro	22.04	26.63	27.35	26.92	27.29	27.39	27.88	28.31	28.16	27.99	28.09	28.53	0.44	27.74	27.88	28.00	28.19	0.61
Marlboro B4G1F	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.01	0.01	0.14	0.42	0.28	0.00	0.00	0.04	0.14	0.14
Winston	5.61	6.10	6.15	6.17	6.14	5.97	5.82	5.77	5.73	5.83	5.77	5.77	0.00	5.84	5.82	5.80	5.77	-0.14
Winston Select	0.43	0.58	0.90	0.93	1.01	0.92	0.84	0.86	0.81	0.85	0.87	0.86	-0.01	0.85	0.84	0.85	0.85	-0.02
Winston Select Lights	0.00	0.07	0.53	0.55	0.60	0.54	0.47	0.48	0.45	0.47	0.48	0.48	0.00	0.48	0.47	0.47	0.47	-0.03
Winston \$.40/\$4.00 Off	0.00	1.46	0.04	0.02	0.02	0.01	0.01	0.01	0.01	0.00	0.00	0.01	0.01	0.01	0.01	0.01	0.01	0.00
Winston \$.20/\$2.00 Off	0.00	0.00	0.36	0.24	0.16	0.11	0.08	0.08	0.08	0.07	0.09	0.07	-0.02	0.09	0.08	0.08	0.08	-0.01
Basic	4.00	4.95	4.41	4.54	4.71	4.62	4.68	4.67	4.68	4.85	4.76	4.58	-0.18	4.61	4.68	4.72	4.72	0.11
Doral	4.27	4.66	4.48	4.53	4.53	4.68	4.57	4.35	4.52	4.38	4.35	4.35	0.00	4.65	4.57	4.48	4.40	-0.27
GPC	4.48	4.13	4.42	4.47	4.49	4.42	4.58	4.87	4.66	4.67	4.92	4.81	-0.12	4.54	4.58	4.71	4.76	0.30
Camel	3.82	3.88	4.06	4.17	4.13	4.25	4.37	4.44	4.40	4.34	4.41	4.47	0.06	4.36	4.37	4.38	4.40	0.07
Camel Filter	3.08	3.21	3.38	3.51	3.46	3.61	3.73	3.78	3.77	3.71	3.76	3.80	0.04	3.73	3.73	3.74	3.76	0.07
Camel Special Light	0.08	0.50	0.46	0.59	0.55	0.55	0.63	0.61	0.67	0.60	0.60	0.62	0.02	0.64	0.63	0.62	0.62	0.01
Camel Non-Filter	0.74	0.67	0.68	0.66	0.67	0.64	0.63	0.66	0.63	0.64	0.65	0.67	0.02	0.63	0.63	0.63	0.64	0.00
Salem	4.22	3.91	4.04	4.02	3.98	3.96	3.93	3.89	3.90	3.91	3.87	3.92	0.05	3.94	3.93	3.91	3.90	-0.05
Newport	3.24	3.17	3.78	3.72	3.82	3.90	3.83	3.85	3.82	3.84	3.82	3.88	0.06	3.83	3.83	3.83	3.84	0.00
Kool	3.27	3.01	3.17	3.11	3.11	3.09	3.10	3.06	3.10	3.14	3.09	3.03	-0.06	3.08	3.10	3.11	3.09	-0.01
Virginia Slims	2.91	2.65	2.91	2.93	2.91	2.91	2.88	2.86	2.88	2.87	2.84	2.88	0.03	2.89	2.88	2.87	2.87	-0.03
Merit	2.90	2.56	2.91	2.98	2.90	2.88	2.86	2.84	2.89	2.86	2.82	2.87	0.05	2.87	2.86	2.85	2.86	-0.01
Benson & Hedges	2.53	2.39	2.57	2.59	2.56	2.60	2.64	2.61	2.65	2.64	2.63	2.58	-0.05	2.65	2.64	2.64	2.63	0.00
Monarch	2.81	2.43	2.33	2.42	2.11	2.03	2.04	1.99	2.03	2.11	2.10	1.88	-0.22	1.99	2.04	2.08	2.03	0.06
Cambridge	2.25	1.94	1.91	1.92	1.86	1.84	1.85	1.84	1.85	1.85	1.81	1.87	0.06	1.85	1.85	1.84	1.84	-0.01
Vantage	1.72	1.49	1.44	1.48	1.44	1.45	1.41	1.40	1.40	1.41	1.38	1.42	0.04	1.41	1.41	1.40	1.40	-0.03
Best Value	3.51	2.27	1.45	1.36	1.25	1.19	1.11	1.10	1.08	1.09	1.11	1.09	-0.02	1.12	1.11	1.10	1.09	-0.06
Carlton	1.38	1.32	1.40	1.39	1.38	1.39	1.39	1.36	1.41	1.39	1.34	1.37	0.03	1.39	1.39	1.38	1.38	-0.01
Kent	1.28	1.15	1.14	1.13	1.08	1.07	1.05	1.02	1.04	1.06	1.03	1.01	-0.02	1.05	1.05	1.04	1.03	-0.03
Pall Mall	1.17	1.06	1.12	1.09	1.10	1.09	1.07	1.08	1.07	1.07	1.09	1.06	-0.03	1.08	1.07	1.07	1.07	-0.01
Misty	0.88	0.83	0.96	1.00	1.02	1.03	1.04	1.04	1.02	1.05	1.05	1.04	0.00	1.02	1.04	1.04	1.04	0.01
Viceroy	1.05	0.93	0.97	1.00	0.97	0.95	0.93	0.91	0.92	0.93	0.92	0.90	-0.02	0.94	0.93	0.93	0.92	-0.03
Montclair	0.93	0.83	0.84	0.94	1.04	1.14	1.19	1.26	1.23	1.22	1.28	1.24	-0.04	1.18	1.19	1.22	1.24	0.08
Now	0.80	0.68	0.69	0.68	0.67	0.66	0.65	0.63	0.65	0.66	0.62	0.64	0.02	0.66	0.65	0.65	0.64	-0.01
Capri	0.58	0.58	0.66	0.69	0.69	0.69	0.69	0.70	0.69	0.67	0.70	0.69	-0.01	0.69	0.69	0.69	0.69	-0.01
More	0.70	0.64	0.63	0.64	0.63	0.61	0.61	0.60	0.60	0.61	0.60	0.60	-0.01	0.61	0.61	0.60	0.60	-0.01

\* Top 25 is based on All Outlets Combined.

20600902

Source: Nielsen Integrated Panel.

INTEGRATED DISCOUNT PERFORMANCE ALL OUTLETS COMBINED WEEK ENDING 5/14/94																		
	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MTD	4/23	4/30	5/7	5/14	Diff vs. wk-ago	4/23	4/30	5/7	5/14	Diff vs. 4w-ago
<b>PRIVATE LABEL</b>																		
PM PL	2.96	2.75	1.87	1.61	1.78	1.84	1.81	1.79	1.81	1.82	1.89	1.68	-0.21	1.80	1.81	1.83	1.80	0.01
RJR PL	4.74	4.63	4.06	4.24	4.22	4.06	3.97	3.92	3.89	3.77	3.90	3.94	0.04	4.08	3.97	3.88	3.87	-0.30
American PL	0.43	0.55	0.70	0.76	0.82	0.82	0.80	0.69	0.76	0.77	0.72	0.66	-0.06	0.81	0.80	0.77	0.73	-0.09
Liggett PL	1.22	0.97	0.93	0.89	0.92	1.11	1.07	1.08	1.01	1.06	1.00	1.16	0.16	1.08	1.07	1.03	1.06	-0.03
Total PL	9.35	8.90	7.56	7.49	7.73	7.83	7.64	7.48	7.47	7.42	7.51	7.45	-0.06	7.77	7.64	7.50	7.46	-0.42
<b>PL Share Of Segment</b>																		
PM PL	31.68	30.95	24.73	21.47	23.02	23.47	23.69	23.88	24.18	24.57	25.13	22.60	-2.53	23.16	23.69	24.37	24.13	1.37
RJR PL	50.72	52.01	53.73	56.57	54.55	51.93	51.92	52.42	52.06	50.77	51.91	52.94	1.03	52.53	51.92	51.66	51.92	-0.97
American PL	4.59	6.16	9.21	10.10	10.56	10.45	10.42	9.24	10.19	10.31	9.62	8.85	-0.77	10.42	10.42	10.25	9.74	-0.72
Liggett PL	13.01	10.88	12.32	11.86	11.87	14.15	13.97	14.47	13.57	14.35	13.35	15.61	2.26	13.89	13.97	13.72	14.21	0.33
<b>Branded Discount</b>																		
Basic	4.00	4.95	4.41	4.54	4.71	4.62	4.68	4.67	4.68	4.85	4.76	4.58	-0.18	4.61	4.68	4.72	4.72	0.11
Best Value	3.51	2.27	1.45	1.36	1.25	1.19	1.11	1.10	1.08	1.09	1.11	1.09	-0.02	1.12	1.11	1.10	1.09	-0.06
Monarch	2.81	2.43	2.33	2.42	2.11	2.03	2.04	1.99	2.03	2.11	2.10	1.88	-0.22	1.99	2.04	2.08	2.03	0.06
GPC	4.48	4.13	4.42	4.47	4.49	4.42	4.58	4.87	4.66	4.67	4.92	4.81	-0.11	4.54	4.58	4.71	4.76	0.30
Raleigh Extra	0.65	0.63	0.55	0.54	0.55	0.46	0.44	0.41	0.44	0.42	0.41	0.41	0.00	0.44	0.44	0.43	0.42	-0.03
Doral	4.27	4.66	4.48	4.53	4.53	4.68	4.57	4.35	4.52	4.38	4.35	4.35	0.00	4.65	4.57	4.48	4.40	-0.27
Cambridge	2.25	1.94	1.91	1.92	1.86	1.84	1.85	1.84	1.85	1.85	1.81	1.87	0.06	1.85	1.85	1.84	1.84	-0.01
Viceroy	1.05	0.93	0.97	1.00	0.97	0.95	0.93	0.91	0.92	0.93	0.92	0.90	-0.02	0.94	0.93	0.93	0.92	-0.03
Misty	0.88	0.83	0.96	1.00	1.02	1.03	1.04	1.04	1.02	1.05	1.05	1.04	-0.01	1.02	1.04	1.04	1.04	0.01
Montclair	0.93	0.83	0.84	0.94	1.04	1.14	1.19	1.26	1.23	1.22	1.28	1.24	-0.04	1.18	1.19	1.22	1.24	0.08
Alpine	0.52	0.44	0.44	0.43	0.42	0.43	0.41	0.40	0.43	0.41	0.40	0.40	0.00	0.41	0.41	0.41	0.41	-0.01
Old Gold	0.15	0.16	0.27	0.27	0.28	0.31	0.31	0.34	0.31	0.30	0.34	0.34	0.00	0.30	0.31	0.32	0.32	0.01
Sterling	0.55	0.53	0.28	0.26	0.24	0.21	0.20	0.19	0.18	0.20	0.19	0.19	0.00	0.20	0.20	0.19	0.19	-0.01
Bristol	0.53	0.30	0.24	0.24	0.23	0.22	0.20	0.20	0.21	0.19	0.20	0.20	0.00	0.21	0.20	0.20	0.20	-0.01
Magna	0.41	0.39	0.23	0.23	0.21	0.19	0.17	0.17	0.17	0.17	0.16	0.17	0.01	0.17	0.17	0.17	0.17	-0.01
Pyramid	0.21	0.15	0.17	0.17	0.17	0.16	0.15	0.14	0.15	0.14	0.15	0.13	-0.02	0.15	0.15	0.15	0.14	-0.01
Riviera	0.12	0.09	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.01	0.04	0.04	0.03	0.03	-0.01
Bucks	0.11	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.00	0.04	0.04	0.04	0.04	-0.01
Richland 20'S	0.12	0.07	0.07	0.07	0.07	0.06	0.06	0.05	0.06	0.06	0.05	0.05	0.00	0.06	0.06	0.05	0.05	-0.01
American Ft/Lts	0.08	0.06	0.03	0.03	0.03	0.03	0.03	0.02	0.04	0.03	0.02	0.02	0.00	0.03	0.03	0.03	0.03	0.00
Covington	0.00	0.00	0.02	0.02	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.02	-0.01	0.03	0.03	0.03	0.03	0.00
A/O Branded Discount	0.73	0.56	0.61	0.56	0.50	0.57	0.54	0.55	0.53	0.55	0.55	0.57	0.02	0.58	0.54	0.56	0.57	0.05
Total Branded Discount	28.36	26.41	24.79	25.10	24.82	24.67	24.61	24.61	24.61	24.72	24.87	24.34	-0.53	24.56	24.61	24.73	24.64	0.14
Basic Share Of Discount	10.60	14.00	13.64	13.94	14.46	14.23	14.50	14.55	14.59	15.09	14.69	14.41	-0.28	14.26	14.50	14.63	14.70	0.48
Total Discount Category	37.70	35.31	32.35	32.59	32.56	32.49	32.25	32.09	32.08	32.14	32.38	31.79	-0.59	32.33	32.25	32.23	32.10	-0.28

**121800902**  
Source: Nielsen Integrated Panel.

**NIELSEN INTEGRATED DATA**  
**(All Outlets Combined)**

<b>COMPANY</b>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>			
Base March 1993	41.63	33.58	10.70	5.92	5.73	2.31			
May 14, 1994 (4WM)	<u>46.37</u>	<u>28.70</u>	<u>10.26</u>	<u>6.25</u>	<u>6.30</u>	<u>1.97</u>			
	<b>4.74</b>	<b>(4.88)</b>	<b>(0.44)</b>	<b>0.33</b>	<b>0.57</b>	<b>(0.34)</b>			
<b>CATEGORY</b>	<u>Premium</u>	<u>Discount</u>	<u>Branded</u>	<u>Private</u>					
Base March 1993	61.96	37.70	28.36	9.35					
May 14, 1994 (4WM)	<u>67.76</u>	<u>32.10</u>	<u>24.64</u>	<u>7.46</u>					
	<b>5.80</b>	<b>(5.60)</b>	<b>(3.72)</b>	<b>(1.89)</b>					
<b>MAJOR BRANDS</b>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>				
Base March 1993	22.04	9.06	5.61	0.43	3.82				
May 14, 1994 (4WM)	<u>28.19</u>	<u>9.06</u>	<u>5.77</u>	<u>0.85</u>	<u>4.40</u>				
	<b>6.15</b>	<b>0.00</b>	<b>0.16</b>	<b>0.42</b>	<b>0.58</b>				
<b>MAJOR BRANDS</b>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>				
Base March 1993	4.22	1.72	0.80	3.27	3.24				
May 14, 1994 (4WM)	<u>3.90</u>	<u>1.40</u>	<u>0.64</u>	<u>3.09</u>	<u>3.84</u>				
	<b>(0.32)</b>	<b>(0.32)</b>	<b>(0.16)</b>	<b>(0.18)</b>	<b>0.60</b>				
<b>BRANDED DISCOUNTS</b>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	4.00	2.25	0.52	4.27	0.88	0.93	2.81	3.51	4.48
May 14, 1994 (4WM)	<u>4.72</u>	<u>1.84</u>	<u>0.41</u>	<u>4.40</u>	<u>1.04</u>	<u>1.24</u>	<u>2.03</u>	<u>1.09</u>	<u>4.76</u>
	<b>0.72</b>	<b>(0.41)</b>	<b>(0.11)</b>	<b>0.13</b>	<b>0.16</b>	<b>0.31</b>	<b>(0.78)</b>	<b>(2.42)</b>	<b>0.28</b>
<b>PRIVATE LABEL</b>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>					
Base March 1993	2.96	4.74	1.22	0.43					
May 14, 1994 (4WM)	<u>1.80</u>	<u>3.87</u>	<u>1.06</u>	<u>0.73</u>					
	<b>(1.16)</b>	<b>(0.87)</b>	<b>(0.16)</b>	<b>0.30</b>					

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**NIELSEN INTEGRATED DATA**  
**(All Outlets Combined)**

<b>COMPANY</b>	<b>PM</b>	<b>RJR</b>	<b>B&amp;W</b>	<b>American</b>	<b>Lorillard</b>	<b>Liggett</b>			
Base July 1993	45.50	31.87	9.81	5.50	5.38	1.82			
May 14, 1994 (4WM)	<u>46.37</u>	<u>28.70</u>	<u>10.26</u>	<u>6.25</u>	<u>6.30</u>	<u>1.97</u>			
	<b>0.87</b>	<b>(3.17)</b>	<b>0.45</b>	<b>0.75</b>	<b>0.92</b>	<b>0.15</b>			
<b>CATEGORY</b>	<b>Premium</b>	<b>Discount</b>	<b>Branded Discount</b>	<b>Private Label</b>					
Base July 1993	64.54	35.31	26.41	8.90					
May 14, 1994 (4WM)	<u>67.76</u>	<u>32.10</u>	<u>24.64</u>	<u>7.46</u>					
	<b>3.22</b>	<b>(3.21)</b>	<b>(1.77)</b>	<b>(1.44)</b>					
<b>MAJOR BRANDS</b>	<b>Marlboro</b>	<b>PM OPB</b>	<b>Winston</b>	<b>Select</b>	<b>Camel</b>				
Base July 1993	26.63	8.30	6.10	0.58	3.88				
May 14, 1994 (4WM)	<u>28.19</u>	<u>9.06</u>	<u>5.77</u>	<u>0.85</u>	<u>4.40</u>				
	<b>1.56</b>	<b>0.76</b>	<b>(0.33)</b>	<b>0.27</b>	<b>0.52</b>				
<b>MAJOR BRANDS</b>	<b>Salem</b>	<b>Vantage</b>	<b>Now</b>	<b>Kool</b>	<b>Newport</b>				
Base July 1993	3.91	1.49	0.68	3.01	3.17				
May 14, 1994 (4WM)	<u>3.90</u>	<u>1.40</u>	<u>0.64</u>	<u>3.09</u>	<u>3.84</u>				
	<b>(0.01)</b>	<b>(0.09)</b>	<b>(0.04)</b>	<b>0.08</b>	<b>0.67</b>				
<b>BRANDED DISCOUNTS</b>	<b>Basic</b>	<b>Cambridge</b>	<b>Alpine</b>	<b>Doral</b>	<b>Misty</b>	<b>Montclair</b>	<b>Monarch</b>	<b>Best Value</b>	<b>GPC</b>
Base July 1993	4.95	1.94	0.44	4.66	0.83	0.83	2.43	2.27	4.13
May 14, 1994 (4WM)	<u>4.72</u>	<u>1.84</u>	<u>0.41</u>	<u>4.40</u>	<u>1.04</u>	<u>1.24</u>	<u>2.03</u>	<u>1.09</u>	<u>4.76</u>
	<b>(0.23)</b>	<b>(0.10)</b>	<b>(0.03)</b>	<b>(0.26)</b>	<b>0.21</b>	<b>0.41</b>	<b>(0.40)</b>	<b>(1.18)</b>	<b>0.63</b>
<b>PRIVATE LABEL</b>	<b>PM</b>	<b>RJR</b>	<b>Liggett</b>	<b>American</b>					
Base July 1993	2.75	4.63	0.97	0.55					
May 14, 1994 (4WM)	<u>1.80</u>	<u>3.87</u>	<u>1.06</u>	<u>0.73</u>					
	<b>(0.95)</b>	<b>(0.76)</b>	<b>0.09</b>	<b>0.18</b>					

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

INTEGRATED NIELSEN PERFORMANCE CONVENIENCE STORES WEEK ENDING 5/14/94																		
	MONTH ENDING PERIODS							WEEK ENDING PERIODS					4 WEEK ENDINGS					
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MID	4/23	4/30	5/7	5/14	Wk-ago	Diff. vs.	4/23	4/30	5/7	5/14
Philip Morris	43.22	47.59	47.37	46.89	47.57	47.62	47.97	48.28	48.20	48.30	48.18	48.39	0.21	47.80	47.97	48.08	48.27	0.64
PM Premium	32.12	36.73	38.18	37.90	38.21	38.37	38.73	38.99	38.92	38.84	38.69	39.30	0.81	38.68	38.73	38.75	38.94	0.41
PM Discount	11.09	10.86	9.19	8.99	9.37	9.25	9.23	9.29	9.27	9.46	9.50	9.08	-0.42	9.14	9.23	9.33	9.33	0.23
PM Branded Discount	7.54	7.81	6.96	7.10	7.22	6.98	6.98	7.07	7.03	7.17	7.13	7.00	-0.13	6.90	6.98	7.04	7.09	0.22
PM Private Label	3.56	3.05	2.23	1.89	2.15	2.27	2.26	2.22	2.24	2.28	2.36	2.08	-0.28	2.24	2.26	2.29	2.24	0.01
PM Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00
R.J. Reynolds	33.88	31.33	29.69	29.63	28.95	28.59	28.26	27.74	28.01	27.79	27.80	27.69	-0.11	28.51	28.26	28.01	27.82	-0.85
RJR Premium	15.48	15.61	15.71	15.82	15.68	15.64	15.64	15.60	15.57	15.63	15.53	15.68	0.15	15.65	15.64	15.60	15.60	-0.08
RJR Discount	18.40	15.72	13.98	13.81	13.27	12.95	12.62	12.14	12.44	12.16	12.26	12.02	-0.24	12.86	12.62	12.41	12.22	-0.77
RJR Branded Discount	11.43	9.40	8.45	8.51	7.95	7.92	7.74	7.40	7.66	7.55	7.54	7.26	-0.28	7.80	7.74	7.67	7.50	-0.30
RJR Private Label	6.97	6.32	5.53	5.30	5.32	5.04	4.88	4.74	4.78	4.61	4.73	4.75	0.02	5.06	4.88	4.74	4.72	-0.47
RJR Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Brown & Williamson	11.01	9.95	10.54	10.69	10.69	10.37	10.55	10.82	10.72	10.63	10.96	10.67	-0.29	10.48	10.55	10.74	10.75	0.35
B & W Premium	4.25	3.92	4.19	4.20	4.15	4.11	4.06	4.03	4.09	4.06	4.07	3.99	-0.08	4.05	4.06	4.07	4.05	-0.04
B & W Discount	6.77	6.03	6.35	6.49	6.54	6.27	6.50	6.79	6.62	6.57	6.90	6.68	-0.22	6.43	6.50	6.68	6.70	0.39
Lorillard	5.74	5.36	6.33	6.34	6.25	6.38	6.26	6.28	6.22	6.30	6.21	6.34	0.13	6.24	6.26	6.25	6.27	-0.01
Lorillard Premium	5.72	5.26	6.11	6.11	6.03	6.12	6.00	5.97	5.96	6.04	5.90	6.04	0.14	5.98	6.00	5.98	5.98	-0.04
Lorillard Discount	0.02	0.11	0.22	0.23	0.22	0.26	0.26	0.31	0.26	0.27	0.32	0.30	-0.02	0.26	0.26	0.28	0.29	0.03
American Tobacco	4.76	4.62	4.91	5.15	5.25	5.42	5.41	5.33	5.41	5.40	5.42	5.24 <sup>b</sup>	-0.18	5.41	5.41 <sup>b</sup>	5.42	5.37	-0.06
American Premium	2.26	2.09	2.17	2.18	2.15	2.15	2.15	2.12	2.19	2.14	2.12	2.12	0.00	2.16	2.15	2.14	2.14	-0.01
American Discount	2.50	2.53	2.74	2.97	3.09	3.27	3.26	3.21	3.22	3.27	3.30	3.12	-0.18	3.26	3.26	3.28	3.23	-0.05
Amer Branded Discount	1.97	1.80	1.79	1.96	1.99	2.17	2.21	2.33	2.26	2.25	2.38	2.30	-0.06	2.18	2.21	2.27	2.29	0.12
Amer Private Label	0.53	0.73	0.95	1.01	1.10	1.10	1.05	0.88	0.97	1.01	0.94	0.83	-0.11	1.08	1.05	1.01	0.94	-0.17
Liggett	1.37	1.09	1.09	1.25	1.24	1.56	1.50	1.50	1.40	1.53	1.38	1.62	0.24	1.51	1.50	1.45	1.48	-0.05
Liggett Premium	0.42	0.34	0.29	0.32	0.28	0.28	0.28	0.26	0.26	0.28	0.29	0.24	-0.05	0.27	0.28	0.28	0.27	-0.01
Liggett Discount	0.95	0.75	0.80	0.93	0.96	1.28	1.22	1.24	1.14	1.24	1.10	1.38	0.28	1.23	1.22	1.17	1.21	-0.04
Lig Branded Discount	0.38	0.23	0.25	0.19	0.17	0.18	0.22	0.23	0.22	0.25	0.22	0.24	0.02	0.20	0.22	0.23	0.23	0.04
Lig Private Label	0.57	0.52	0.55	0.74	0.78	1.09	1.01	1.01	0.92	1.00	0.87	1.14	0.27	1.03	1.01	0.95	0.98	-0.08
A/O Co-International	0.01	0.05	0.06	0.05	0.06	0.05	0.05	0.04	0.04	0.05	0.04	0.05	0.01	0.05	0.05	0.04	0.04	0.04

2060083474

Source: Nielsen Integrated Panel.

INTEGRATED NIELSEN PERFORMANCE CONVENIENCE STORES WEEK ENDING 5/14/94																			
	MONTH ENDING PERIODS								WEEK ENDING PERIODS						4 WEEK ENDINGS				
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	Mid	4/23	4/30	5/7	5/14	Wk-ago	Diff vs.	4/23	4/30	5/7	5/14	4w-ago
Philip Morris	43.22	47.59	47.37	46.89	47.57	47.62	47.97	48.28	48.20	48.30	48.18	48.39	0.21	47.80	47.97	48.08	48.27	0.64	
PM Premium-Shr Prem	53.31	57.40	57.22	56.92	57.40	57.51	57.89	58.19	58.06	57.94	58.07	58.31	0.24	57.85	57.89	57.96	58.09	0.42	
PM Discount-Shr Disc	27.92	30.17	27.63	26.90	28.00	27.81	27.90	28.17	28.14	28.69	28.46	27.87	-0.59	27.54	27.90	28.14	28.29	0.88	
PM Brd Disc-Shr Brd	26.81	30.77	28.99	29.01	29.95	29.36	29.19	29.29	29.24	29.81	29.15	29.43	0.28	29.02	29.19	29.12	29.41	0.30	
PM PL-Shr PL	30.60	28.73	24.10	21.11	22.99	23.94	24.54	25.12	25.15	25.65	26.55	23.65	-2.90	23.81	24.54	25.50	25.26	2.02	
Marlboro	24.43	29.66	30.46	29.82	30.31	30.43	30.82	31.21	31.05	30.96	30.96	31.47	0.51	30.71	30.82	30.91	31.11	0.55	
Red	9.12	11.10	11.35	10.94	11.13	11.21	11.30	11.26	11.34	11.34	11.32	11.21	-0.11	11.27	11.30	11.31	11.30	0.06	
Medium	1.51	1.83	1.72	1.72	1.71	1.73	1.72	1.74	1.69	1.74	1.77	1.71	-0.06	1.72	1.72	1.73	1.73	0.01	
Lights NM	10.91	12.94	13.60	13.39	13.70	13.76	14.03	14.05	14.28	14.05	13.95	14.16	0.21	13.98	14.03	14.05	14.11	0.26	
Menthol	0.69	1.11	1.10	1.11	1.11	1.10	1.10	1.12	1.09	1.12	1.11	1.14	0.03	1.10	1.10	1.10	1.12	0.02	
Other PM Premium	7.70	7.07	7.72	8.07	7.90	7.94	7.91	7.78	7.87	7.88	7.73	7.84	0.11	7.94	7.91	7.84	7.83	-0.14	
Benson & Hedges	2.20	2.09	2.23	2.30	2.23	2.31	2.38	2.34	2.40	2.37	2.36	2.31	-0.05	2.40	2.38	2.37	2.36	-0.01	
Merit	2.68	2.30	2.58	2.78	2.72	2.70	2.62	2.60	2.60	2.62	2.55	2.65	0.10	2.64	2.62	2.58	2.60	-0.07	
Virginia Slims	2.27	2.13	2.32	2.40	2.36	2.35	2.33	2.29	2.32	2.34	2.26	2.31	0.05	2.33	2.33	2.32	2.31	-0.03	
Parliament	0.40	0.41	0.44	0.45	0.45	0.45	0.45	0.43	0.44	0.43	0.43	0.44	0.01	0.45	0.45	0.44	0.44	-0.01	
Saratoga	0.09	0.08	0.09	0.08	0.09	0.08	0.08	0.08	0.07	0.08	0.07	0.08	0.01	0.08	0.08	0.08	0.08	0.00	
Cambridge	1.46	1.38	1.31	1.30	1.24	1.25	1.32	1.32	1.30	1.33	1.26	1.37	0.11	1.31	1.32	1.30	1.32	0.02	
Alpine	0.40	0.34	0.34	0.33	0.31	0.31	0.30	0.27	0.31	0.29	0.28	0.27	-0.01	0.30	0.30	0.29	0.29	-0.01	
Bristol	0.51	0.30	0.23	0.23	0.21	0.20	0.18	0.18	0.18	0.17	0.17	0.19	0.02	0.18	0.18	0.18	0.18	-0.01	
Basic	4.89	5.59	4.94	5.10	5.32	5.03	5.03	5.15	5.09	5.23	5.29	5.02	-0.27	4.95	5.03	5.12	5.16	0.23	
PM Private Label	3.56	3.05	2.23	1.89	2.15	2.27	2.26	2.22	2.24	2.28	2.36	2.08	-0.28	2.24	2.26	2.29	2.24	0.01	
R.J. Reynolds	33.88	31.33	29.69	29.63	28.95	28.59	28.26	27.74	28.01	27.79	27.80	27.69	-0.11	28.51	28.26	28.01	27.82	-0.85	
RJR Premium-Shr Prem	25.69	24.39	23.54	23.76	23.56	23.43	23.37	23.28	23.23	23.31	23.31	23.26	-0.05	23.42	23.37	23.33	23.28	-0.19	
RJR Discount-Shr Disc	46.31	43.66	42.01	41.32	39.68	38.92	38.14	36.81	37.73	36.88	36.75	36.87	0.12	38.77	38.14	37.44	37.06	-2.08	
Brown & Williamson	11.01	9.95	10.54	10.69	10.69	10.37	10.55	10.82	10.72	10.63	10.96	10.67	-0.29	10.48	10.55	10.74	10.75	0.35	
B & W Premium-Shr Prem	7.05	6.12	6.28	6.30	6.24	6.15	6.07	6.01	6.10	6.05	6.10	5.91	-0.19	6.06	6.07	6.09	6.04	-0.08	
B & W Discount-Shr Disc	17.03	16.76	19.08	19.42	19.55	18.83	19.63	20.59	20.10	19.94	20.66	20.51	-0.15	19.39	19.63	20.14	20.30	1.28	
Lorillard	5.74	5.36	6.33	6.34	6.25	6.38	6.26	6.28	6.22	6.30	6.21	6.34	0.13	6.24	6.26	6.25	6.27	-0.01	
Lorillard Premium-Shr Prem	9.49	8.22	9.17	9.18	9.18	9.17	8.97	8.90	8.89	9.01	8.85	8.95	0.10	8.95	8.97	8.94	8.93	-0.09	
Lorillard Discount-Shr Disc	0.05	0.30	0.65	0.68	0.66	0.77	0.79	0.94	0.79	0.81	0.95	0.93	-0.02	0.76	0.79	0.84	0.87	0.08	
American Tobacco	4.76	4.62	4.91	5.15	5.25	5.42	5.41	5.33	5.41	5.40	5.42	5.24	-0.18	5.41	5.41	5.42	5.37	-0.06	
American Premium-Shr Prem	3.75	3.26	3.25	3.27	3.24	3.22	3.22	3.16	3.26	3.19	3.18	3.14	-0.04	3.23	3.22	3.20	3.19	-0.03	
American Discount-Shr Disc	6.29	7.04	8.23	8.89	9.25	9.83	9.85	9.74	9.78	9.91	9.90	9.59	-0.31	9.81	9.85	9.89	9.79	-0.08	
Liggett	1.37	1.09	1.09	1.25	1.24	1.56	1.50	1.50	1.40	1.53	1.38	1.62	0.24	1.51	1.50	1.45	1.48	-0.05	
Liggett Premium-Shr Prem	0.69	0.53	0.44	0.48	0.42	0.43	0.42	0.39	0.39	0.42	0.43	0.36	-0.07	0.41	0.42	0.42	0.40	-0.02	
Liggett Discount-Shr Disc	2.40	2.08	2.40	2.79	2.86	3.83	3.69	3.75	3.46	3.77	3.29	4.23	0.94	3.71	3.69	3.54	3.68	-0.08	

2060083475

Source: Nielsen Integrated Panel.

INTEGRATED TOP 25 PERFORMANCE CONVENIENCE STORES WEEK ENDING 5/14/94																			
	MONTH ENDING PERIODS								WEEK ENDING PERIODS						4 WEEK ENDINGS				
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MID		4/23	4/30	5/7	5/14	Diff vs. Wk-ago	4/23	4/30	5/7	5/14	Diff vs. 4w-ago
Marlboro	24.43	29.66	30.46	29.82	30.31	30.43	30.82	31.21	31.05	30.96	30.96	31.47	0.51	30.71	30.82	30.91	31.11	0.55	
Marlboro B4G1F	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.36	0.01	0.01	0.17	0.55	0.38	0.00	0.01	0.05	0.18	0.18	
Winston	5.16	5.89	5.63	5.65	5.71	5.48	5.36	5.28	5.25	5.38	5.29	5.26	-0.03	5.37	5.36	5.33	5.29	-0.15	
Winston Select	0.51	0.65	0.98	1.04	1.20	1.05	0.94	0.95	0.91	0.94	0.97	0.94	-0.03	0.95	0.94	0.94	0.94	-0.04	
Winston Select Lights	0.00	0.08	0.58	0.62	0.74	0.63	0.54	0.54	0.51	0.52	0.55	0.54	-0.01	0.55	0.54	0.53	0.53	-0.04	
Winston \$.40/\$4.00 Off	0.00	0.10	0.02	0.02	0.01	0.01	0.00	0.00	0.01	0.00	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.00	
Winston \$.20/\$2.00 Off	0.00	0.00	0.34	0.26	0.17	0.12	0.09	0.09	0.09	0.08	0.10	0.08	-0.02	0.10	0.09	0.09	0.09	-0.01	
Basic	4.89	5.59	4.94	5.10	5.32	5.03	5.03	5.15	5.09	5.23	5.29	5.02	-0.27	4.95	5.03	5.12	5.16	0.23	
Doral	3.36	3.50	3.70	3.71	3.72	4.03	3.95	3.67	3.91	3.70	3.65	3.69	0.04	4.07	3.95	3.83	3.74	-0.33	
GPC	4.95	4.44	4.91	5.03	5.08	4.96	5.24	5.60	5.39	5.36	5.70	5.51	-0.19	5.16	5.24	5.44	5.49	0.46	
Camel	4.27	4.34	4.55	4.61	4.50	4.68	4.89	4.98	4.95	4.89	4.96	5.00	0.04	4.87	4.89	4.92	4.95	0.14	
Camel Filters	3.66	3.78	3.98	4.06	3.96	4.16	4.37	4.43	4.44	4.36	4.42	4.43	0.01	4.36	4.37	4.40	4.41	0.12	
Camel Special Lights	0.12	0.62	0.55	0.75	0.68	0.66	0.80	0.77	0.85	0.75	0.76	0.78	0.02	0.81	0.80	0.79	0.78	0.02	
Camel Non-Filter	0.61	0.55	0.58	0.54	0.55	0.52	0.52	0.56	0.52	0.53	0.54	0.57	0.03	0.52	0.52	0.52	0.54	0.02	
Salem	3.70	3.33	3.52	3.47	3.47	3.46	3.42	3.42	3.42	3.40	3.40	3.45	0.05	3.44	3.42	3.41	3.41	-0.03	
Newport	3.90	3.74	4.50	4.39	4.45	4.53	4.46	4.49	4.44	4.48	4.43	4.55	0.12	4.45	4.46	4.45	4.47	0.00	
Kool	3.39	3.13	3.35	3.29	3.26	3.22	3.20	3.17	3.22	3.24	3.21	3.14	-0.07	3.17	3.20	3.21	3.20	0.00	
Virginia Slims	2.27	2.13	2.32	2.40	2.36	2.35	2.33	2.29	2.32	2.34	2.26	2.31	0.05	2.33	2.33	2.32	2.31	-0.03	
Merit	2.68	2.30	2.58	2.78	2.72	2.70	2.62	2.60	2.60	2.62	2.55	2.65	0.10	2.64	2.62	2.58	2.60	-0.07	
Benson & Hedges	2.20	2.09	2.23	2.30	2.23	2.31	2.38	2.34	2.40	2.37	2.38	2.31	-0.05	2.40	2.38	2.37	2.36	-0.01	
Monarch	4.08	3.34	3.29	3.36	2.89	2.71	2.71	2.67	2.71	2.76	2.85	2.50,	-0.35	2.65	2.71	2.78	2.70	0.08	
Cambridge	1.46	1.38	1.31	1.30	1.24	1.25	1.32	1.32	1.30	1.33	1.26	1.37	0.11	1.31	1.32	1.30	1.32	0.02	
Vantage	1.41	1.20	1.18	1.23	1.18	1.21	1.17	1.15	1.16	1.17	1.11	1.18	0.07	1.17	1.17	1.15	1.15	-0.04	
Best Value	2.88	1.64	0.87	0.87	0.81	0.71	0.64	0.64	0.62	0.66	0.63	0.66	0.03	0.64	0.64	0.63	0.64	-0.02	
Carlton	0.89	0.85	0.88	0.90	0.88	0.90	0.92	0.87	0.95	0.91	0.87	0.88	0.01	0.92	0.92	0.91	0.90	-0.02	
Kent	0.88	0.81	0.76	0.78	0.73	0.73	0.69	0.66	0.68	0.69	0.66	0.65	-0.01	0.70	0.69	0.68	0.67	-0.04	
Pall Mall	0.85	0.77	0.80	0.79	0.79	0.77	0.77	0.77	0.78	0.77	0.79	0.76	-0.03	0.77	0.77	0.77	0.78	0.01	
Misty	0.75	0.77	0.84	0.90	0.88	0.89	0.87	0.88	0.85	0.88	0.88	0.88	0.00	0.86	0.87	0.87	0.87	0.00	
Viceroy	0.97	0.84	0.83	0.87	0.84	0.80	0.78	0.75	0.76	0.76	0.76	0.75	-0.01	0.78	0.78	0.77	0.76	-0.03	
Montclair	0.90	0.84	0.82	0.95	1.01	1.19	1.25	1.37	1.32	1.29	1.41	1.34	-0.07	1.23	1.25	1.31	1.34	0.15	
Now	0.46	0.41	0.41	0.42	0.40	0.40	0.39	0.38	0.39	0.39	0.36	0.39	0.03	0.39	0.39	0.38	0.38	-0.01	
Capri	0.50	0.50	0.57	0.64	0.64	0.63	0.63	0.62	0.64	0.60	0.63	0.62	-0.01	0.63	0.63	0.63	0.62	-0.02	
More	0.47	0.43	0.41	0.43	0.42	0.40	0.40	0.40	0.40	0.40	0.40	0.39	-0.01	0.40	0.40	0.40	0.40	0.00	

\* Top 25 is based on All Outlets Combined.

2060083476

Source: Nielsen Integrated Panel.

INTEGRATED DISCOUNT PERFORMANCE CONVENIENCE STORES WEEK ENDING 5/14/94																			
	MONTH ENDING PERIODS								WEEK ENDING PERIODS						4 WEEK ENDINGS				
	Mar-93	Jul-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	MTD	4/23	4/30	5/7	5/14	Diff vs. Wk-ago	4/23	4/30	5/7	5/14	Diff vs. 4W-ago	
<u>PRIVATE LABEL</u>																			
PM PL	3.56	3.05	2.23	1.89	2.15	2.27	2.26	2.22	2.24	2.28	2.36	2.08	-0.28	2.24	2.26	2.29	2.24	0.01	
RJR PL	6.97	6.32	5.53	5.30	5.32	5.04	4.88	4.74	4.78	4.61	4.73	4.75	0.02	5.06	4.88	4.74	4.72	-0.47	
American PL	0.53	0.73	0.95	1.01	1.10	1.10	1.05	0.88	0.97	1.01	0.94	0.83	-0.11	1.08	1.05	1.01	0.94	-0.17	
Liggett PL	0.57	0.52	0.55	0.74	0.78	1.09	1.01	1.01	0.92	1.00	0.87	1.14	0.27	1.03	1.01	0.95	0.98	-0.08	
Total PL	11.63	10.62	9.27	8.94	9.35	9.50	9.19	8.85	8.91	8.90	8.90	8.80	-0.10	9.41	9.19	8.98	8.88	-0.71	
<u>PL Share of Segment</u>																			
PM PL	30.60	28.73	24.10	21.11	22.99	23.94	24.54	25.12	25.15	25.65	26.55	23.65	-2.90	23.81	24.54	25.50	25.26	2.02	
RJR PL	59.93	59.52	59.69	59.29	56.88	53.01	53.12	53.53	53.65	51.79	53.09	53.98	0.89	53.83	53.12	52.76	53.12	-1.04	
American PL	4.57	6.87	10.24	11.29	11.75	11.57	11.40	9.99	10.86	11.36	10.57	9.39	-1.18	11.43	11.40	11.21	10.55	-1.01	
Liggett PL	4.90	4.88	5.97	8.31	8.38	11.49	10.93	11.37	10.33	11.20	9.79	12.99	3.20	10.93	10.93	10.53	11.07	0.04	
<u>BRANDED DISCOUNT</u>																			
Basic	4.89	5.59	4.94	5.10	5.32	5.03	5.03	5.15	5.09	5.23	5.29	5.02	-0.27	4.95	5.03	5.12	5.16	0.23	
Best Value	2.88	1.64	0.87	0.87	0.81	0.71	0.64	0.64	0.62	0.66	0.63	0.66	0.03	0.64	0.64	0.63	0.64	-0.02	
Monarch	4.08	3.34	3.29	3.36	2.89	2.71	2.71	2.67	2.71	2.76	2.85	2.50	-0.35	2.65	2.71	2.78	2.70	0.08	
GPC	4.95	4.44	4.91	5.03	5.08	4.96	5.24	5.60	5.39	5.36	5.70	5.51	-0.19	5.16	5.24	5.44	5.49	0.46	
Raleigh Extra	0.63	0.60	0.51	0.51	0.54	0.43	0.42	0.38	0.42	0.40	0.39	0.38	-0.01	0.42	0.42	0.41	0.40	-0.02	
Doral	3.36	3.50	3.70	3.71	3.72	4.03	3.95	3.67	3.91	3.70	3.65	3.69	0.04	4.07	3.95	3.83	3.74	-0.33	
Cambridge	1.46	1.38	1.31	1.30	1.24	1.25	1.32	1.32	1.30	1.33	1.26	1.37	0.11	1.31	1.32	1.30	1.32	0.02	
Viceroy	0.97	0.84	0.83	0.87	0.84	0.80	0.78	0.75	0.76	0.76	0.76	0.75	-0.01	0.78	0.78	0.77	0.76	-0.03	
Misty	0.75	0.77	0.84	0.90	0.88	0.89	0.87	0.88	0.85	0.88	0.88	0.88	0.00	0.86	0.87	0.87	0.87	0.00	
Montclair	0.90	0.84	0.82	0.95	1.01	1.19	1.25	1.37	1.32	1.29	1.41	1.34	-0.07	1.23	1.25	1.31	1.34	0.15	
Alpine	0.40	0.34	0.34	0.33	0.31	0.31	0.30	0.27	0.31	0.29	0.28	0.27	-0.01	0.30	0.30	0.29	0.29	-0.01	
Old Gold	0.13	0.15	0.24	0.25	0.23	0.27	0.27	0.32	0.27	0.27	0.32	0.31	-0.01	0.26	0.27	0.29	0.29	0.02	
Sterling	0.49	0.43	0.24	0.23	0.21	0.17	0.17	0.16	0.15	0.17	0.15	0.16	0.01	0.17	0.17	0.16	0.16	-0.01	
Bristol	0.51	0.30	0.23	0.23	0.21	0.20	0.18	0.18	0.18	0.17	0.17	0.19	0.02	0.18	0.18	0.18	0.18	-0.01	
Magna	0.47	0.38	0.26	0.26	0.23	0.20	0.18	0.18	0.18	0.18	0.18	0.18	0.00	0.19	0.18	0.18	0.18	-0.01	
Pyramid	0.17	0.11	0.08	0.07	0.06	0.06	0.06	0.05	0.05	0.06	0.06	0.05	-0.01	0.05	0.06	0.06	0.06	0.01	
Riviera	0.14	0.10	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.01	0.05	0.04	0.04	0.04	-0.01	
Bucks	0.13	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.00	0.04	0.04	0.04	0.04	-0.01	
Richland 20'S	0.12	0.07	0.07	0.07	0.07	0.07	0.06	0.05	0.06	0.05	0.05	0.04	-0.01	0.06	0.06	0.05	0.05	-0.01	
American F/F/Lts	0.04	0.02	0.01	0.01	0.01	0.01	0.02	0.01	0.03	0.01	0.01	0.01	0.00	0.02	0.02	0.02	0.02	0.01	
Covington	0.00	0.00	0.02	0.02	0.03	0.03	0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.00	-0.02	
A/O Branded Discount	0.64	0.48	0.38	0.31	0.30	0.36	0.36	0.40	0.37	0.42	0.36	0.40	0.04	0.37	0.36	0.38	0.36	0.00	
Total Branded Discount	28.11	25.39	24.01	24.49	24.09	23.78	23.90	24.13	24.06	24.07	24.47	23.79	-0.68	23.77	23.90	24.16	24.09	0.49	
Basic Share Of Discount	12.31	15.53	14.83	15.25	15.91	15.12	15.21	15.63	15.45	15.88	15.84	15.40	-0.44	14.92	15.21	15.46	15.64	0.78	
Total Discount Category	39.73	36.00	33.28	33.43	33.44	33.28	33.09	32.98	32.96	32.96	33.37	32.59	-0.78	33.18	33.09	33.14	32.97	-0.22	

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Source: Nielsen Integrated Panel.

**NIELSEN WEEKLY C-STORE DATA**  
**(800 C-Stores)**

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>			
Base March 1993	43.22	33.88	11.01	4.76	5.74	1.37			
May 14, 1994 (4WM)	<u>48.27</u>	<u>27.82</u>	<u>10.75</u>	<u>5.37</u>	<u>6.27</u>	<u>1.48</u>			
	<b>5.05</b>	<b>(6.06)</b>	<b>(0.26)</b>	<b>0.61</b>	<b>0.53</b>	<b>0.11</b>			
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded</u> <u>Discount</u>	<u>Private</u> <u>Label</u>					
Base March 1993	60.26	39.73	28.11	11.63					
May 14, 1994 (4WM)	<u>67.03</u>	<u>32.97</u>	<u>24.09</u>	<u>8.88</u>					
	<b>6.77</b>	<b>(6.76)</b>	<b>(4.02)</b>	<b>(2.75)</b>					
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>				
Base March 1993	24.43	7.70	5.16	0.51	4.27				
May 14, 1994 (4WM)	<u>31.11</u>	<u>7.83</u>	<u>5.29</u>	<u>0.94</u>	<u>4.95</u>				
	<b>6.68</b>	<b>0.13</b>	<b>0.13</b>	<b>0.43</b>	<b>0.68</b>				
<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>				
Base March 1993	3.90	3.39	3.70	1.41	0.46				
May 14, 1994 (4WM)	<u>4.47</u>	<u>3.20</u>	<u>3.41</u>	<u>1.15</u>	<u>0.38</u>				
	<b>0.57</b>	<b>(0.19)</b>	<b>(0.29)</b>	<b>(0.26)</b>	<b>(0.08)</b>				
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	4.89	1.46	0.40	3.36	0.75	0.90	4.08	2.88	4.95
May 14, 1994 (4WM)	<u>5.16</u>	<u>1.32</u>	<u>0.29</u>	<u>3.74</u>	<u>0.87</u>	<u>1.34</u>	<u>2.70</u>	<u>0.64</u>	<u>5.49</u>
	<b>0.27</b>	<b>(0.14)</b>	<b>(0.11)</b>	<b>0.38</b>	<b>0.12</b>	<b>0.44</b>	<b>(1.38)</b>	<b>(2.24)</b>	<b>0.54</b>
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>					
Base March 1993	3.56	6.97	0.57	0.53					
May 14, 1994 (4WM)	<u>2.24</u>	<u>4.72</u>	<u>0.98</u>	<u>0.94</u>					
	<b>(1.32)</b>	<b>(2.25)</b>	<b>0.41</b>	<b>0.41</b>					

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Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**NIELSEN WEEKLY C-STORE DATA**  
**(800 C-Stores)**

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>			
Base July 1993	47.59	31.33	9.95	4.62	5.36	1.09			
May 14, 1994 (4WM)	<u>48.27</u>	<u>27.82</u>	<u>10.75</u>	<u>5.37</u>	<u>6.27</u>	<u>1.48</u>			
	<b>0.68</b>	<b>(3.51)</b>	<b>0.80</b>	<b>0.75</b>	<b>0.91</b>	<b>0.39</b>			
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded</u>	<u>Private</u>					
Base July 1993	64.00	36.00	25.39	10.62					
May 14, 1994 (4WM)	<u>67.03</u>	<u>32.97</u>	<u>24.09</u>	<u>8.88</u>					
	<b>3.03</b>	<b>(3.03)</b>	<b>(1.30)</b>	<b>(1.74)</b>					
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM QPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>				
Base July 1993	29.66	7.07	5.89	0.65	4.34				
May 14, 1994 (4WM)	<u>31.11</u>	<u>7.83</u>	<u>5.29</u>	<u>0.94</u>	<u>4.95</u>				
	<b>1.45</b>	<b>0.76</b>	<b>(0.60)</b>	<b>0.29</b>	<b>0.61</b>				
<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>				
Base July 1993	3.74	3.13	3.33	1.20	0.41				
May 14, 1994 (4WM)	<u>4.47</u>	<u>3.20</u>	<u>3.41</u>	<u>1.15</u>	<u>0.38</u>				
	<b>0.73</b>	<b>0.07</b>	<b>0.08</b>	<b>(0.05)</b>	<b>(0.03)</b>				
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base July 1993	5.59	1.38	0.34	3.50	0.77	0.84	3.34	1.64	4.44
May 14, 1994 (4WM)	<u>5.16</u>	<u>1.32</u>	<u>0.29</u>	<u>3.74</u>	<u>0.87</u>	<u>1.34</u>	<u>2.70</u>	<u>0.64</u>	<u>5.49</u>
	<b>(0.43)</b>	<b>(0.06)</b>	<b>(0.05)</b>	<b>0.24</b>	<b>0.10</b>	<b>0.50</b>	<b>(0.64)</b>	<b>(1.00)</b>	<b>1.05</b>
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>					
Base July 1993	3.05	6.32	0.52	0.73					
May 14, 1994 (4WM)	<u>2.24</u>	<u>4.72</u>	<u>0.98</u>	<u>0.94</u>					
	<b>(0.81)</b>	<b>(1.60)</b>	<b>0.46</b>	<b>0.21</b>					

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Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	4/23	4/30	5/7	5/14	4/23	4/30	5/7	5/14	4/23	4/30	5/7	5/14	4/23	4/30	5/7	5/14	4/23	4/30	5/7	5/14
Philip Morris	54	56	63	67	22	25	30	34	20	20	20	20	25	24	24	23	8	17	29	35
PM Premium	37	40	52	59	2	3	9	19	13	13	13	13	21	20	20	20	8	17	29	35
PM Discount	32	33	34	32	20	23	25	21	12	11	11	10	6	5	5	5				
PM Brd Disc	32	33	34	32	20	23	25	21	12	11	11	10	6	5	5	5				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	13	20	36	48	1	1	8	18	5	6	6	6	0	0	1	0	7	16	28	35
Red	4	4	10	18	0	0	7	15	4	4	4	4	0	0	1	0				
Medium	4	4	10	18	0	1	7	15	4	4	4	5	0	0	0	0				
Lights (NM)	4	5	11	20	1	1	8	17	4	4	4	4	0	0	0	0				
Menthol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
PM Other Premium	24	20	16	11	1	2	1	1	8	7	7	7	21	20	19	20				
Benson & Hedges	23	23	22	21	2	2	1	1	5	5	5	4	18	18	18	18				
Merit	8	7	7	6	0	0	0	0	4	4	3	3	5	4	4	4				
Virginia Slims	5	5	6	5	0	0	0	0	4	4	4	4	0	0	0	0				
Parliament	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	18	17	15	16	12	11	11	11	5	4	4	4	3	3	3	3				
Alpine	3	3	2	3	0	1	0	0	0	0	0	0	3	2	2	3				
Bristol	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
Basic	20	22	24	21	13	18	20	16	9	8	8	8	0	0	0	0				
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
R.J. Reynolds	77	78	79	79	38	38	34	31	24	32	36	38	63	61	63	59	20	21	24	36
RJR Premium	74	75	76	77	36	35	32	29	24	32	36	38	53	50	51	50	20	21	24	36
RJR Discount	31	31	30	29	5	5	4	4	0	0	0	0	29	28	27	27				
Brown & Williamson	35	36	36	35	13	13	12	11	1	2	2	2	28	28	30	29	0	1	1	2
B & W Premium	26	27	27	27	13	13	12	11	1	1	1	1	17	16	18	17	0	1	1	2
B & W Discount	20	19	21	19	0	0	0	0	1	1	1	1	20	19	21	19				
Lorillard	46	46	46	47	0	0	0	0	1	1	2	3	46	45	45	44				
Lorillard Premium	43	43	44	45	0	0	0	0	1	1	2	3	43	43	43	42				
Lorillard Discount	10	10	10	9	0	0	0	0	0	0	0	0	10	10	10	9				
American Tobacco	32	33	33	32	6	7	6	6	10	10	9	10	25	27	27	26				
American Premium	10	10	10	10	1	1	1	1	4	4	3	3	7	6	6	6				
American Discount	28	29	29	28	5	5	4	5	7	7	7	8	22	24	24	23				
Liggett	8	7	6	7	2	2	2	2	0	0	0	0	6	5	5	5				
Liggett Premium	6	4	4	4	2	2	2	2	0	0	0	0	4	3	3	3				
Liggett Discount	4	4	3	3	0	0	0	0	0	0	0	0	4	4	3	3				

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Note: Money Off includes: IRC and Buy Down Stickers. Others include: Refund Offers, Sweepstakes, and Mail In Offer.

**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	4/23	4/30	5/7	5/14	4/23	4/30	5/7	5/14	4/23	4/30	5/7	5/14	4/23	4/30	5/7	5/14	4/23	4/30	5/7	5/14
Marlboro	13	20	36	48	1	1	8	18	5	6	6	6	0	0	1	0	7	16	28	35
Winston	52	50	53	62	11	9	8	6	7	7	8	12	46	43	44	42	3	2	10	27
Winston Select	41	39	40	42	11	9	8	6	4	4	4	9	35	34	36	34				
Winston Select Lights	38	37	36	38	10	9	8	6	3	3	4	7	33	32	32	31				
Winston Less Select	24	21	27	41	0	0	0	0	5	5	5	5	18	16	16	13				
Basic	20	22	24	21	13	18	20	16	9	8	8	8	0	0	0	0				
GPC	17	16	16	15	0	0	0	0	0	0	0	0	17	16	16	15				
Camel	55	59	59	58	32	31	28	26	17	26	31	31	14	14	14	16	20	21	19	19
Camel Filter	48	52	53	52	32	31	28	26	17	26	31	31	14	14	14	16				
Camel Wides	6	6	7	6	2	2	2	2	3	3	3	2	2	2	2	2				
Camel Special Lights	43	45	47	46	29	28	25	23	12	20	24	23	13	12	12	14				
Camel Non Filter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Newport	18	16	18	19	0	0	0	0	1	1	2	3	17	16	17	17				
Doral	26	27	24	23	4	3	2	3	0	0	0	0	25	25	23	22				
Salem	2	1	2	2	0	0	0	0	1	1	1	1	1	1	1	1				
Kool	15	17	18	19	2	3	4	4	0	0	0	0	14	14	15	14	0	1	1	2
Monarch	3	3	2	3	1	2	1	1	0	0	0	0	1	1	1	2				
Merit	8	7	7	6	0	0	0	0	4	4	3	3	5	4	4	4				
Cambridge	18	17	15	16	12	11	11	11	5	4	4	4	3	3	3	3				
Benson & Hedges	23	23	22	21	2	2	1	1	5	5	5	4	18	18	18	18				
Virginia Slims	5	5	6	5	0	0	0	0	4	4	4	4	0	0	0	0	1	1	2	1
Vantage	8	7	7	8	0	0	0	0	0	0	0	0	8	7	7	7				
Montclair	17	18	19	19	3	4	4	4	5	4	5	6	13	13	13	12				
Viceroy	2	3	4	3	0	0	0	0	0	1	1	1	2	2	3	3				
Carlton	10	10	10	10	1	1	1	1	4	4	3	3	7	6	6	6				
Misty	14	16	18	16	1	0	0	0	1	0	0	0	13	15	17	16				
Kent	1	2	1	1	0	0	0	0	0	0	0	0	1	2	1	1				
Pall Mall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Raleigh Extra	6	5	5	5	0	0	0	0	0	0	0	0	6	5	5	5				
Capri	17	17	15	16	12	11	9	8	0	0	0	0	7	7	7	9				
True	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
More	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				

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Note: Money Off includes: IRC and Buy Down Stickers. Others include: Refund Offers, Sweepstakes, and Mail In Offer.

**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER				
	4/23	4/30	5/7	5/14	4/23	4/30	5/7	5/14	4/23	4/30	5/7	5/14	4/23	4/30	5/7	5/14	4/23	4/30	5/7	5/14	
<b>PRIVATE LABEL</b>																					
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
RJR PL	4	3	3	3	0	0	0	0	0	0	0	0	0	4	3	3	3	3	3	3	3
American PL	3	3	3	2	1	1	1	0	2	2	2	1	0	0	0	0	0	0	0	0	0
Liggett PL	1	1	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0
Total PL	8	6	6	6	1	1	1	1	2	2	2	1	5	4	4	4	4	4	4	4	4
Basic	20	22	24	21	13	18	20	16	9	8	8	8	0	0	0	0	0	0	0	0	0
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Monarch	3	3	2	3	1	2	1	1	0	0	0	0	1	1	1	1	2	2	2	2	2
GPC	17	16	16	15	0	0	0	0	0	0	0	0	17	16	16	15	15	15	15	15	15
Raleigh Extra	6	5	5	5	0	0	0	0	0	0	0	0	6	5	5	5	5	5	5	5	5
Doral	26	27	24	23	4	3	2	3	0	0	0	0	25	25	23	22	22	22	22	22	22
Cambridge	18	17	15	16	12	11	11	11	5	4	4	4	3	3	3	3	3	3	3	3	3
Viceroy	2	3	4	3	0	0	0	0	0	1	1	1	2	2	3	3	3	3	3	3	3
Misty	14	16	18	16	1	0	0	0	1	0	0	0	13	15	17	16	16	16	16	16	16
Montclair	17	18	19	19	3	4	4	4	5	4	5	6	13	13	13	13	12	12	12	12	12
Alpine	3	3	2	3	0	1	0	0	0	0	0	0	3	2	2	3	3	3	3	3	3
Sterling	3	4	4	5	0	0	0	0	0	0	0	0	3	4	4	5	5	5	5	5	5
Bristol	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1
Magna	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2	2	2	2	2	2
Pyramid	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2	2	2	2	2	2
Riviera	4	4	3	4	0	0	0	0	1	1	1	1	3	3	2	3	3	3	3	3	3
Bucks	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Richland 20'S	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
American Fl/Lts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bull Durham	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Covington	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Jasmine	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1
Total Branded Discount	62	62	62	61	27	29	29	26	18	17	16	16	48	49	48	46	46	46	46	46	46
TOTAL DISCOUNT	63	62	62	62	27	29	29	26	18	18	17	18	50	50	48	47	47	47	47	47	47

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Note: Money Off includes: IRC and Buy Down Stickers. Others include: Refund Offers, Sweepstakes, and Mail In Offer.

## NIELSEN PRICING AUDIT

### NET PACK PRICES - 5/14/94

	FEB 19 1994	FEB 26 1994	MAR 5 1994	MAR 12 1994	MAR 19 1994	MAR 26 1994	APR 2 1994	APR 9 1994	APR 16 1994	APR 23 1994	APR 30 1994	MAY 7 1994	MAY 14 1994	DIFF VS WAGO
PREMIUM	\$1.91	\$1.91	\$1.91	\$1.90	\$1.90	\$1.91	\$1.91	\$1.91	\$1.90	\$1.91	\$1.90	\$1.93	\$1.92	-\$0.01
MARLBORO	\$1.91	\$1.92	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.93	\$1.93	\$0.00
WINSTON	\$1.89	\$1.89	\$1.89	\$1.89	\$1.90	\$1.89	\$1.90	\$1.90	\$1.89	\$1.90	\$1.89	\$1.92	\$1.92	\$0.00
DIFFERENCE	\$0.02	\$0.03	\$0.02	\$0.02	\$0.01	\$0.02	\$0.01	\$0.02	\$0.02	\$0.01	\$0.02	\$0.01	\$0.01	\$0.00
CAMBRIDGE	\$1.55	\$1.55	\$1.54	\$1.54	\$1.54	\$1.54	\$1.54	\$1.53	\$1.54	\$1.53	\$1.53	\$1.56	\$1.55	-\$0.01
DORAL	\$1.48	\$1.47	\$1.47	\$1.47	\$1.48	\$1.47	\$1.46	\$1.46	\$1.47	\$1.48	\$1.47	\$1.50	\$1.49	-\$0.01
BASIC	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53	\$1.54	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53	\$1.56	\$1.56	\$0.00
RJR PRIVATE LABEL	\$1.34	\$1.36	\$1.35	\$1.34	\$1.34	\$1.35	\$1.33	\$1.33	\$1.34	\$1.34	\$1.35	\$1.36	\$1.36	\$0.00
BEST VALUE	\$1.41	\$1.41	\$1.41	\$1.40	\$1.41	\$1.41	\$1.44	\$1.42	\$1.43	\$1.41	\$1.41	\$1.43	\$1.42	-\$0.01
MONARCH	\$1.47	\$1.47	\$1.47	\$1.47	\$1.47	\$1.47	\$1.47	\$1.48	\$1.48	\$1.47	\$1.47	\$1.51	\$1.50	-\$0.01
GPC	\$1.40	\$1.40	\$1.41	\$1.40	\$1.40	\$1.41	\$1.40	\$1.42	\$1.41	\$1.41	\$1.41	\$1.41	\$1.41	\$0.00
ALL AMERICAN VALUE	\$1.51	\$1.57	\$1.52	\$1.52	\$1.51	\$1.53	\$1.52	\$1.50	\$1.48	\$1.45	\$1.48	\$1.52	\$1.48	-\$0.04
LOWEST PRIVATE LABEL	\$1.36	\$1.36	\$1.36	\$1.36	\$1.35	\$1.35	\$1.35	\$1.34	\$1.35	\$1.35	\$1.36	\$1.36	\$1.36	\$0.00
LOWEST BRND DISC	\$1.39	\$1.39	\$1.40	\$1.39	\$1.38	\$1.38	\$1.37	\$1.38	\$1.38	\$1.39	\$1.39	\$1.41	\$1.40	\$0.00
LOWEST DISCOUNT	\$1.34	\$1.34	\$1.34	\$1.33	\$1.33	\$1.32	\$1.33	\$1.33	\$1.34	\$1.33	\$1.33	\$1.35	\$1.35	\$0.00
MARLBORO														
% GAP	42.3%	43.1%	42.4%	43.3%	43.6%	44.3%	44.0%	44.2%	43.9%	43.2%	43.5%	43.0%	43.0%	0.0%
\$ GAP	\$0.57	\$0.58	\$0.57	\$0.58	\$0.58	\$0.59	\$0.58	\$0.59	\$0.58	\$0.58	\$0.58	\$0.58	\$0.58	\$0.00

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CS pricing

**NIELSEN PRICING AUDIT**  
**NET CARTON PRICES - 5/14/94**

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	FEB 19 <u>1994</u>	FEB 26 <u>1994</u>	MAR 5 <u>1994</u>	MAR 12 <u>1994</u>	MAR 19 <u>1994</u>	MAR 26 <u>1994</u>	APR 2 <u>1994</u>	APR 9 <u>1994</u>	APR 16 <u>1994</u>	APR 23 <u>1994</u>	APR 30 <u>1994</u>	MAY 7 <u>1994</u>	MAY 14 <u>1994</u>	DIFF VS WAGQ
PREMIUM	\$16.27	\$16.30	\$16.30	\$16.28	\$16.35	\$16.31	\$16.27	\$16.27	\$16.31	\$16.26	\$16.27	\$16.37	\$16.39	\$0.02
MARLBORO	\$16.33	\$16.36	\$16.38	\$16.32	\$16.43	\$16.40	\$16.35	\$16.33	\$16.33	\$16.29	\$16.31	\$16.42	\$16.44	\$0.02
WINSTON	\$16.28	\$16.30	\$16.33	\$16.33	\$16.35	\$16.32	\$16.28	\$16.25	\$16.28	\$16.24	\$16.25	\$16.36	\$16.34	-\$0.02
DIFFERENCE	\$0.04	\$0.06	\$0.05	-\$0.01	\$0.08	\$0.07	\$0.08	\$0.08	\$0.06	\$0.05	\$0.06	\$0.06	\$0.10	\$0.04
CAMBRIDGE	\$13.59	\$13.69	\$13.66	\$13.64	\$13.76	\$13.73	\$13.65	\$13.66	\$13.69	\$13.71	\$13.70	\$13.82	\$13.83	\$0.01
DORAL	\$12.87	\$12.88	\$12.86	\$12.81	\$12.91	\$12.89	\$12.87	\$12.87	\$12.88	\$12.83	\$12.83	\$12.96	\$13.01	\$0.05
BASIC	\$13.31	\$13.27	\$13.30	\$13.23	\$13.29	\$13.39	\$13.32	\$13.32	\$13.34	\$13.29	\$13.33	\$13.51	\$13.51	\$0.01
RJR PRIVATE LABEL	\$11.95	\$12.10	\$12.02	\$12.10	\$12.00	\$12.08	\$12.14	\$12.10	\$12.13	\$12.17	\$12.22	\$12.13	\$12.24	\$0.11
BEST VALUE	\$12.93	\$12.95	\$12.80	\$12.84	\$12.81	\$12.70	\$12.84	\$12.65	\$12.86	\$12.65	\$12.83	\$12.65	\$12.73	\$0.08
MONARCH	\$13.01	\$12.95	\$12.93	\$12.95	\$13.05	\$13.16	\$12.94	\$12.89	\$12.91	\$12.84	\$12.95	\$12.99	\$13.22	\$0.23
GPC	\$12.15	\$12.22	\$12.13	\$12.08	\$12.07	\$12.16	\$12.11	\$12.14	\$12.17	\$12.03	\$12.02	\$12.11	\$12.24	\$0.13
ALL-AMERICAN VALUE	\$13.49	\$13.10	\$13.31	\$13.44	\$13.62	\$13.86	\$13.37	\$13.64	\$13.44	\$13.76	\$13.44	\$13.37	\$13.24	-\$0.13
LOWEST PRIVATE LABEL	\$11.56	\$11.65	\$11.58	\$11.67	\$11.68	\$11.67	\$11.62	\$11.65	\$11.64	\$11.69	\$11.63	\$11.57	\$11.77	\$0.20
LOWEST BRND DISC	\$12.19	\$12.26	\$12.28	\$12.14	\$12.14	\$12.18	\$12.15	\$12.06	\$12.09	\$12.02	\$12.04	\$12.17	\$12.22	\$0.05
LOWEST DISCOUNT	\$11.66	\$11.73	\$11.73	\$11.64	\$11.63	\$11.70	\$11.66	\$11.59	\$11.66	\$11.55	\$11.58	\$11.70	\$11.75	\$0.05
MARLBORO														
% GAP	40.0%	39.4%	39.6%	40.2%	41.3%	40.2%	40.2%	40.9%	40.1%	41.1%	40.9%	40.3%	39.9%	-0.4%
\$ GAP	\$4.67	\$4.63	\$4.64	\$4.68	\$4.80	\$4.70	\$4.69	\$4.74	\$4.67	\$4.74	\$4.73	\$4.72	\$4.69	-\$0.03

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Supr pricing